

Your Job is to Never Be a Bore

"Your job is to never be a bore. If you're a bore, slap yourself."

"People should want to come to work; they should want to hang around with you. They should love the passion that you show for them, their work and their job. You have to create an atmosphere of fun and of winning. People don't want to leave that atmosphere. You have to be looking where people are moving out of your organization and ask yourself why."

Jack Welch, former Chairman and CEO of General Electric

So why are people moving out of your organization? What are you doing about retention? As enthusiastic as Jack Welch is, we know that we can't all be like that, but what can we do to ensure that our most productive and profitable employees remain with us? Ask them! Employees need to know that they can provide constructive feedback without fear of reprisal. If you are uncertain about this, a qualified professional can conduct interviews on your behalf.

Some of the areas you may want to cover are as follows:

- Is the company managing change effectively; are your employees equipped to keep up with new demands?
- Are they getting the training they need to do their jobs?
- Are they being rewarded (recognized) for doing a great job?
- For those desiring it, is there opportunity for their growth?
- Is feedback (both positive and negative) provided on a regular basis?
- Are you keeping your employees current with the organizations' goals and needs, or are they left to "fill in the blanks"?
- Are you engaging, motivating, and inspiring your employees as Mr. Welch recommends? Are managers and employees provided with the opportunity to communicate effectively, solve problems creatively and support each others' efforts?

Why people leave and why their employers think they leave are astonishingly different, as can be seen from a recent study of 19,700 post-exit interviews done by the Saratoga Institute,

--Employers who think their people leave for more money: 89%

--Employees who actually *do* leave for more money: 12%

“one in five Canadians dreads going to work”, “only 1 in 10 see salary as crucial”, “46% of employees are ready to jump ship”, “Only 52% of Canadian workers said they have learning materials they need to do their jobs”.

Don't allow your best employees to become one of these statistics. Create an atmosphere where people do not want to leave.

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